



American
Red Cross



DONATE
a phone®



Handset & Equipment Recycling Program

Nextel Refurbishing and Recycling Program

NEXTEL

An Important Environmental Issue

- Industry wide recycling and refurbishing program with the Cellular Telecommunications and Internet Association (CTIA)
 - Voluntary environmental principals presenting the industry's commitment to environmental product stewardship
 - Guidelines for the collection and management of used phones
 - Guidelines for the refurbishment and reuse of phones
 - Public information website
 - Recyclewirelessphones.com

Nextel Refurbishing and Recycling Program (NexR²)

- Created by Nextel Service & Repair Department
- Encompasses all aspects of the used equipment handling
 1. Collect
 2. Refurbish
 3. Recycle
- Works with the American Red Cross DONATE-A-PHONE Program
- 2,333,249 phones collected in the last 18 months

NexR² - Collection

- Customer Incentive
 - Account credit
 - DONATE-A-PHONE
- Accessible Return Options
 - NextelBuyBack.com
 - Retail stores and service centers
 - NASCAR

NexR²- Refurbishing

- Supports internal programs
- Supports Marketing Department
- Saves customers money

NexR² - Recycle

- Usable product or waste product
- Waste management vendor partnerships

DONATE-A-PHONE Program

- American Red Cross Armed Forces Emergency Services Fund
- More than \$350,000 generated in last 18 months
- All phones qualify
- Tax deductible

Future Goals

- New ways to re-use, re-purpose, refurbish and recycle
- Strengthen recycling programs with manufactures
- Increase program participation